1. (currently amended) A method comprising:

evaluating a depression duration of a numeric channel selection button, the button controlling a multimedia presentation device; and

performing a function of a plurality of functions upon the based upon the depression duration.

2. (original) The method of claim 1, wherein evaluating the depression duration comprises:

determining depression of a button;

periodically incrementing a counter during the depression duration; and

evaluating the counter value, upon termination of the depression of a button.

3.(original) The method of claim 2, wherein some of the plurality of functions affect a favorite channel list, each channel positioned in the list arbitrarily.

4.(original) The method of claim 3, wherein functions affecting the favorite channel list are selected from the group consisting of accessing, updating, programming and last channel.

5.(currently amended) A method comprising:

implementing a plurality of functions on a multimedia presentation device; and

providing access to the plurality of functions through a single-button depression scheme of a numeric channel selection button wherein a button depression duration corresponds to one of the plurality of functions.

6.(original) The method of claim 5 further comprising:

providing a depression duration indicator, the depression duration indicator indicating a time of depression and a corresponding function.

7.(original) The method of claim 5, wherein the plurality of functions affect a favorite channel list.

8. (original) The method of claim 5, wherein a correspondence between button depression duration and a function is based upon an expected use frequency of the function.

9.(original) The method of claim 8, wherein a function expected to be used less frequently corresponds to a shorter button depression duration than a function expected to be used more frequently.

10.(original) A machine-readable medium containing instructions which, when executed by a processor, cause the processor to perform a method, the method comprising:

evaluating a depression duration of a numeric channel selection button, the button controlling a multimedia presentation device; and

performing a function of a plurality of functions upon the based upon the depression duration.

11.(currently amended) The machine-readable medium of claim 10, wherein evaluating the depression duration comprises:

determining depression of a button;

periodically incrementing a counter during the depression duration; and

evaluating the counter value, termination of the depression of a button.

12.(original) The machine-readable medium of claim 11, wherein some of the plurality of functions affect a favorite channel list, each channel positioned in the list arbitrarily.

13.(original) The machine-readable medium of claim 12, wherein functions affecting the favorite channel list are selected from the group consisting of accessing, updating, programming, and last channel.

14.(currently amended) A machine-readable medium containing instructions which, when executed by a processor, cause the processor to perform a method, the method comprising:

implementing a plurality of functions on a multimedia presentation device; and

providing access to the plurality of functions through a single-button depression scheme <u>of a numeric channel selection button</u> wherein a button depression duration corresponds to one of the plurality of functions.

15.(original) The machine-readable medium of claim 14, further comprising:

providing a depression duration indicator, the depression duration indicator indicating a time of depression and a corresponding function.

16.(original) The machine-readable medium of claim 14, wherein the plurality of functions affect a favorite channel list.

17.(original) The machine-readable medium of claim 14, wherein a correspondence between button depression duration and a function is based upon an expected use frequency of the function.

18.(original) The machine-readable medium of claim 17, wherein a function expected to be used less frequently corresponds to a shorter button depression duration than a function expected to be used more frequently.

19.(currently amended) An apparatus comprising:

a processor having a memory coupled thereto, the memory having stored thereon executable instructions which, when executed by the processor, cause the processor to evaluate a depression duration of a numeric channel selection button, the button controlling a multimedia presentation device, and perform a function of a plurality of functions upon the based upon the depression duration.

20.(original) The apparatus of claim 19, wherein evaluating the depression duration comprises:

determining depression of button;

periodically incrementing a counter during the depression duration; and

evaluating the counter value, upon termination of the depression of a button.

21.(original) The apparatus of claim 20, wherein some of the plurality of functions affect a favorite channel list, each channel positioned in the list arbitrarily.

22.(original) The apparatus of claim 21, wherein functions affecting the favorite channel list are selected from the group consisting of accessing, updating, programming, and last channel.

23.(currently amended) A multimedia presentation device comprising:

a television display;

a push-button control device to control the television display, the push-button control device providing access to a plurality of functions through a single-button depression scheme of a numeric channel selection button wherein button depression duration corresponds to one of the plurality of functions; and

a favorite channel list, the favorite channel list containing a plurality of pre-settable program selections arbitrarily selected by a user.

24.(original) The multimedia presentation device of claim 23, wherein one of the plurality of functions is a last channel function, the last channel function allowing the user to select a succession of previously-tuned channels from the favorite channel list.